Television Centre, the iconic former headquarters of the BBC, has been transformed into a new West London destination.

The completion of new apartments and penthouses features a range of residents’ amenities including a lobby with 24-hour concierge, screening room, lounge, meeting room, private landscaped gardens and secure basement car parking. Residents also benefit from a gymnasium with swimming pool and hammam managed by Soho House – who also have a members’ club, 47-bedroom hotel, Electric Cinema and restaurant on site.

At the centre of life at Television Centre are three television studios that host daily live audience recordings for programmes such as The Jonathan Ross Show and Graham Norton.

All-day cafés and restaurants include Bluebird, Kricket, Homeslice, Patty & Bun, The Allis and Endo at Rotunda, whilst new offices provide further life on the development with over 3,500 people working at Publicis Media, The White Company, Soho Works and BBC Studios.
Ground rent
Studio £350
1 bedroom £450
2 bedroom £600
3 bedroom £750
Premium/Penthouse £1,000

Reservation fees
Up to £1m £2,500
£1m – £2.5m £5,000
Premium £10,000
Penthouse £20,000

Terms
Exchange of contracts within 21 days of receipt of legal documentation

Address
Television Centre, 101 Wood Lane, White City, London W12 7FW

Development Team
Stanhope
Mitsui Fudosan
AIMCo

Local authority
London Borough of Hammersmith & Fulham

Building guarantee
10 year BLP warranty from completion

Tenure
975 year leasehold

Service charge per annum
£7.09 per sq ft (The Crescent)
£7.58 per sq ft (The Helios)

Ground rent
Studio £350
1 bedroom £450
2 bedroom £600
3 bedroom £750
Premium/Penthouse £1,000

Reservation fees
Up to £1m £2,500
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Television Centre’s apartments include contemporary conversions and new architectural designs. The Helios apartments have been created from the historic core and overlook the famous central courtyard and fountain, while the newly constructed Crescent features expansive glazing and individual balconies and terraces overlooking the development’s inner private gardens or Hammersmith Park.

### The Helios
The Helios is a 20th-century masterpiece. Behind its Grade-II listed façade of original crittall windows and decorative tiling, the studio and 1 to 4 bedroom apartments and penthouses are a collection of carefully crafted conversions with contemporary specification featuring comfort cooling and under floor heating throughout.

### The Crescent
The Crescent is a separate collection of new apartments and penthouses that wrap around the Helios. The building is conceived as a modern mansion block with five separate cores and units featuring large windows and private balconies that look into the peaceful inner gardens or out over historic and secluded Hammersmith Park. With warm oak flooring and white terrazzo, the design of this collection is clean, modern and expertly detailed.
The Helios apartments, shown above, feature windows that line the full span of every apartment, and sections of ribbed ceiling in the open-plan living area expose the original structure of the building. Bathrooms feature bespoke tiles by architects AHMM, inspired by classic Mid-century Modern designs.

The Crescent apartments feature warm timber flooring and a wide sweep of windows that overlook the private residents’ gardens, Hammersmith Park, or both from dual-aspect apartments. Generous ceiling heights make the apartments feel light and roomy.
Five contemporary UK architects have designed an exclusive collection of premium apartments and penthouses. These unique homes sit at the top of the development across both the Helios and Crescent and offer the choice of 2, 3 and 4 bedrooms and lateral or duplex layouts.

Whilst the designers differ, the homes offer the same high ceilings, luxury specification and multiple roof terraces.

For further details, please consult your sales representative.
Residents have access to a range of services and facilities across the development including:

- Hotel-style lobby with 24 hour concierge
- On-site estate management team
- Lifestyle manager
- Residents’ lounge with meeting room and co-working area
- Private screening room
- Gymnasium with changing rooms, heated indoor swimming pool, sauna and steam, hammam, fitness studios and cafe
- Landscaped courtyard gardens
- Basement car and cycle parking

Amenities
Food and drink

West London’s newest dining destination brings together up-and-coming chefs and established classics.

Lunch on the terrace or dinner at the bar, take your pick from Patty & Bun, Homeslice, The Allis and Kricket.

In addition, Bluebird’s new opening at Television Centre provides modern European dining to the chic new White City neighbourhood, just as it has to Chelsea and the King’s Road since the 1990s.

Endo at Rotunda completes the line-up – an exclusive new offering from world-renowned master sushi chef Endo Kazutoshi.

Hotel

Stay with Soho House in the new 45-bedroom hotel with rooms overlooking the landscaped forecourt.

TV Studios

The BBC’s three television studios date back to the 1960s, and were the site of some of the UK’s most famous programmes. Today they host daily live audience recordings for programmes such as The Jonathan Ross Show and Graham Norton.
Fantastic West London location
Local area guide

White City
Stretched over 145 acres, the regeneration of White City includes a new academic hub and campus for Imperial College London, the expansion of Westfield London, new homes and a new public park, and the redevelopment of the former BBC Media Village into a new office quarter, White City Place, creating over 20,000 new jobs in the next five years. With the completion of Television Centre, creation of White City Place and completion of both Westfield’s expansion and Imperial College’s first phase there has never been a better time to visit or live here.

West London
More than a historic landscape, with its Georgian stucco villas and grand Victorian museums and galleries, West London is a soulful mix of easy London living. It is lazy afternoons in Hammersmith, Holland or Hyde Parks, lunch breaks exploring the vibrant markets of Portobello and Shepherd’s Bush, or a late film and dinner at Television Centre.

Connectivity

Underground and rail
Television Centre is served by three local stations: White City on the Central line, Wood Lane on the Circle and Hammersmith & City lines, and Shepherd’s Bush on the Central line and national rail.

Road
The West End is a 10-minute drive via the Westway (A40), and London Heathrow is just over half an hour by taxi.

Shepherd’s Bush  • • •
Holland Park  •
Notting Hill Gate  • • •
Paddington (Crossrail 2020)  • • • • •
Portobello Road (via Ladbroke Grove)
Bond Street  • •
Oxford Circus  • • •
King’s Cross St Pancras  • • • • • • • •
Bank  • • •
Canary Wharf (Crossrail 2020)  • •
Heathrow Airport (Crossrail 2020)  →
Gatwick (via Clapham Junction)  →

All travel times shown in minimum minutes, measured by Underground from White City or Wood Lane (source: TfL), except for Heathrow Airport which is measured by car.

Westfield
Westfield London has become Europe’s biggest shopping centre since its expansion in 2018. Offering the choice of over 425 stores, cafes and restaurants, including John Lewis, Waitrose, Apple, Louis Vuitton, Prada, Burberry and a 17-screen 3D cinema.

Imperial College London
The world-leading science-based university is creating a new hub for academia, commerce and industry in White City (pictured left). Flagship buildings include The Molecular Sciences Research Hub, The Michael Uren Biomedical Engineering Research Hub and the Translation & Innovation Hub (I-HUB).
With some of London’s best nurseries and schools within easy proximity, Television Centre is an excellent place to raise a family. A selection of primary schools are a short distance away, while world class institutions are a car journey away.

White City is also increasingly a hub for post-secondary institutions. The Royal College of Art and Imperial College have both expanded campuses to White City, and other world-class universities are within easy proximity, thanks to Television Centre’s excellent transport links.

<table>
<thead>
<tr>
<th>Education</th>
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</thead>
<tbody>
<tr>
<td><strong>Primary education</strong></td>
<td><strong>Secondary education</strong></td>
</tr>
<tr>
<td>St Stephen’s C of E Primary School 7 mins</td>
<td>St Paul’s Girls School 10 mins</td>
</tr>
<tr>
<td>Notting Hill Prep School 9 mins</td>
<td>Latymer Upper School 10 mins</td>
</tr>
<tr>
<td>Bassett House School 12 mins</td>
<td>Hill House Upper School 18 mins</td>
</tr>
<tr>
<td>St John XXIII Catholic Primary School 14 mins</td>
<td>Tabernacle School 14 mins</td>
</tr>
<tr>
<td>Ark Burlington Danes Academy 20 mins</td>
<td>Harrow School 22 mins</td>
</tr>
<tr>
<td><strong>Higher education</strong></td>
<td><strong>Higher education</strong></td>
</tr>
<tr>
<td>Imperial College White City 5 mins</td>
<td>University College London (UCL) 24 mins</td>
</tr>
<tr>
<td>RCA White City 5 mins</td>
<td>Imperial College South Kensington 31 mins</td>
</tr>
<tr>
<td>London School of Economics (LSE) 26 mins</td>
<td>Kings College London 33 mins</td>
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</tbody>
</table>

Images courtesy Imperial College London
Investing in Television Centre

Television Centre is one of the most popular developments in West London, attracting a wide pool of renters thanks to an unrivalled choice of apartment types, selection of amenities, quick access to transport networks and even mix of owner-occupiers and tenants.

<table>
<thead>
<tr>
<th>Number of bedrooms</th>
<th>Average achieved gross yield (per annum)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio</td>
<td>3.82%</td>
</tr>
<tr>
<td>1</td>
<td>3.46%</td>
</tr>
<tr>
<td>2</td>
<td>3.10%</td>
</tr>
<tr>
<td>3</td>
<td>3.10%</td>
</tr>
<tr>
<td>Premium</td>
<td>2.49%</td>
</tr>
</tbody>
</table>

“Television Centre has proven to be one of the most popular developments in London for renters. The host of amenities it offers has not been rivalled by any other development at a similar price point.

The convenience of transport links has also made it hugely appealing to a broad range of tenants. Many investors have been very satisfied with the strong tenant demand and rental figures achieved.”

Lorenzo Carraro, Head of Residential Development Lettings, Savills

*Source: Savills and Strutt & Parker rental report, November 2018.
Joint Sales Agents

Sales Suite
5 Television Centre
101 Wood Lane
London W12 7FW

+44 (0)20 8811 8720

The Team

Architecture:
Allford Hall Monaghan Morris

Interior architecture and design:
Allford Hall Monaghan Morris

Landscape design:
Gillespies

Show apartments:
Suzy Hoodless

Development team:
Stanhope
Mitsui Fudosan
Alberta Investment Management Corporation

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